

College of Arts and Sciences
Chair's Council
October 8, 2019

Present: Ballard, Berchild, Brown, Scott Buchanan, Stan Buchanan, Cavanaugh, Fischer, Glende, Hall, Hantzis, Hill, Inlow, Israel, Kruger, Latimer, Lee, Olsen, Perrin, Rider, Selman, Sheets, Stofferahn, Tucker, Woods Yousif

Absent: Clark, Seung

Guests: Jason Trainer - Enrollment Management

Santhana Naidu, Bo Turner, Ashley Shroyer – University Marketing

- I. Approval of Minutes from September 24, 2019 – Approved as submitted
- II. Announcements and Updates (Olsen)
 - The Humanities Networking Night is set for November 12 at 6:00 in HMSU, Dede II and III. We need your alums ASAP, please send the names to Fischer. Please encourage your students to sign up through Handshake.
 - Fischer reminded everyone that the Assessment Reports were due on October 1.
 - Olsen asked for the chairpersons to send the names of people working the CAS Homecoming tent to Hall by Thursday.
- III. Budget update, Spring 2020 schedule, Sabbaticals 2020-2021 (Olsen)
 - Olsen commented that it will be easier for us to plan the spring schedule now that the 1% raise has been set.
 - No definitive word on searches yet.
 - Sabbaticals:
 - There are 17 applications for sabbaticals across campus for next year with 13 of those coming from CAS. As you send them forward, remember that there won't be much, if any funding available to cover them centrally. We should expect that department colleagues will need to cover faculty work, including teaching, internally through reassignments, etc.
 - A year-long sabbatical is different because it frees up some money to hire someone to cover those classes.
- IV. Jason Trainer: Enrollment Management.
 - Trainer reported that one of the things that we have invested in this year has been to focus on yield. About 80% of our admitted students do not enroll here.
 - In November and December we will circulate ongoing surveys of our admitted students. We will send you updated lists of students who are “on the fence” and those will be the students we will ask for you to engage with.
 - Israel commented that in general, Economics tends to get students as transfers. She wondered if students might be reluctant to come to campus if they aren't sure yet what they want to declare. Trainer replied that we rarely have students identify as undecided, more often they have 3-4 different areas of interest.
 - Trainer added that another focus to build on as we move forward are transfer and non-traditional students who are very interested in an academic area specifically.
 - Trainer reported that in the next year, we hope to roll out campus tours into specific times of day so that it is easier for us to ask faculty to be available. Perrin asked if they could check with the chairpersons first because our classes are very strictly scheduled to allow for cross-college courses which are also very strictly scheduled. Trainer replied that he understood and explained that the

family/school schedules are tightly scheduled because of practices or after school activities so they need to be out by 2:00. Many of our families do multiple school visits on the same day.

- Israel asked if we recommend they visit classes while they visit. Trainer responded that typically smaller, private schools do this but our visit program is so large.
- Trainer stated that on average we have between 6000-7000 major changes in a given year. He is interested to see what that does in the 4-year completion program. What's happening and when are students making those changes? Rider suggested that it is happening at the high school level with the pressure to have the decision made before they begin college.
- Update on Social Media with Naidu, Turner, Shroyer.
- Right now the university social media presence is FB and Twitter, LinkedIn, Snapchat, TikTok and two accounts on Instagram; one for ISU and Life at State. The students prefer to hear from their peers, so Life at State is a favorite. We are also trying to find influencers on campus and their reach is probably better than what is found on local media. For instance there is a student in Nursing that has a half million followers on Instagram and maybe a million on TikTok.
- Turner's role is to talk to academic departments so we can do short features on them. Naidu asked if Turner could follow up with the chairpersons to help with email or letter communication. Let us know who in your areas should be featured in the content.
- Trainer shared that the success with some of our campaigns does come from letters. About three weeks ago we were down about 25% in applications. We launched a campaign with a partner that focused on the "Blue Preferred" application which takes much of what we have always done and put it in a specific point that made the student feel appreciated. We waived the application fee and gave them priority status. We are already up about 8% which translates to about 3,000 applications.
- Rider asked why ISU is not on the common application. Trainer would like to add the common application as an option.
- Trainer added that our turn-around time to notify a student of their admission status is 24 hours to between 2 weeks so that is a much different experience than what has historically done here.
- Alden shared that her students basically delete ISU emails because they feel they are canned and impersonal but if they see an email from her they will open it and read it. She commented that the authentic email catches them. Jason agreed that they too are interested in authentic communication.
- Olsen reminded the chairpersons to submit their Faculty Champions to Hall so that we can provide the list to marketing.

V. Your items for discussion, time permitting

- Scott Buchanan: The Fall Choral Showcase is Friday, October 18th at 7:30 p.m. in University Hall.
- Woods: On Monday, October 14, David Grant, former director of NCIS returns to campus for a 1:00 presentation. David helped to launch the long-running NCIS TV series.

Next Meeting: Tuesday, October 22, 2019